



Jackson Sumner & Associates
Excess & Specialty Lines Broker

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FOR IMMEDIATE

Jackson Sumner & Associates Hires Digital Strategist as Director of Marketing

Boone, NC - In February, Jackson Sumner & Associates (JSA) hired Trish Oxford, digital strategist, and an insurance outsider, as their new Director of Marketing to drive strategy, analysis, and growth of the JSA brand throughout the southeast. Oxford comes to JSA with a range of experience, including Reynolda House Museum of American Art, Cisco Systems, and Yahoo! Inc.

Wayne Sumner, founder and President of Jackson Sumner & Associates, considers it a positive attribute that Oxford is new to insurance. “No insurance background means someone who can bring in new ideas and a fresh perspective. We wanted someone who was not burned in old ways of how things have been done in this business.”

Sumner said he was looking for someone who could leverage JSA’s established relationships while expanding and synchronizing JSA’s communications. In line with the larger trend of digital adaptation in insurance, JSA Leadership decided to hire a technologist specializing in multimedia marketing, who could seamlessly connect their personal interactions, print media and online messaging.

Chief Operating Officer of JSA, Danielle Wade says, “We are thrilled to have Trish on board to enhance how we share our story with everyone and build upon existing relationships we've had for over 35 years as well as make new ones. Trish brings a wealth of expertise in current marketing areas that we have only dabbled in recently. I am excited to see how our existing core values are communicated in new and fun ways.”

About Jackson Sumner & Associates (JSA)

Jackson Sumner & Associates (JSA) is an Excess and Specialty Lines MGA that began in 1981 in Boone, North Carolina. JSA offers a wide range of products including property, casualty, automobile, garage and professional. JSA is committed to quality service for our agents and strong underwriting for our companies.

To learn more about Trish and her role with Jackson Sumner & Associates, email her at trisho@jsausa.com or give her a call at 800-342-5572.